

iiNet Becomes eCorner's™ Mass Hosting Partner for ePages Online Shop Systems

Australian SMBs can now profit from localised, fully functioned online shopping solutions

Specialist Australian e-commerce provider eCorner, the Australia & New Zealand master distributor for ePages, announced today that Australia's second largest DSL internet service provider, iiNet, has become a new mass hosting partner for the ePages on-demand shop systems.

ePages online shop systems provide companies with enterprise-level sophistication for their online businesses initiatives. With the signing of this partnership, iiNet joins Europe's largest and most successful service providers such as Strato (now Deutsche Telekom), British Telecom, French providers Amen and La Poste, and Orange as an ePages provider.

iiNet will sell the latest release of ePages (Version 6), from its new Shopping Cart service, under the iiNet and Westnet hosting brands, directly to small to medium sized businesses, providing both B2C and B2B models in one solution.

Kevin Clark, Hosting Manager at iiNet, said: The ePages/eCorner implementation is a great partnership for us and a fantastic value-add for our small business customers. It allows us to offer customers a professional and fully-featured ecommerce solution which they can implement in-house without engaging an expensive web designer. Implementation was also relatively painless, and eCorner had us up and running quickly.

eCommerce in Australia generated \$24 billion in 2009 and is expected to exceed \$36 billion by 2012. John Debrincat, Managing Director of eCorner, said: iiNet has recognised there are vast opportunities for SMEs in Australia to start selling online now.

Through eCorner, the ePages offering has been fully localised for Australian services such as Australia Post, eWAY and TNSI payment gateways, Getprice shopping comparison and Temando shipping aggregator. As well as fully supporting international services like eBay and PayPal, ePages supports international sales and multiple languages, currencies and tax regions and is fully enabled for social media such as Facebook, Twitter, forums and blogs.

eCorner was able to implement, test, train staff and go live with the iiNet mass hosting project in just two months.

With deals ranging from \$39-\$149 per month, the iiNet Shopping Cart provides credible competition to overseas-based services. Importantly, as ePages is locally hosted by iiNet, it is far better positioned to give priority to local search results.

Debrincat said: iiNet has packaged up a great product with the right pricing and will be tremendously successful with its Shopping Cart service. SMBs no longer have to look offshore to find cost effective, fully functioned online shopping solutions.

About eCorner Pty Ltd

eCorner builds and deploys electronic commerce capabilities and messaging security technology including mass hosted shopping cart software, provider-grade email security and secure web hosting. Services include the development of eCommerce strategies, solution implementation and consulting. eCorner is the Australia & New Zealand master distributor for ePages software which offers the best of European eCommerce design and is currently being used by more than 60,000 customers worldwide. eCorner is also a strategic distribution partner of anti-messaging abuse provider Cloudmark.

eCorner StoresPlus offers hosted cloud commerce, online shops and shopping cart software.

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